

# Ontario Tourism Marketing Partnership MARKETING UPDATE

News • Events • Business Opportunities

January 2004 Page 1/4

## OFFICE OF THE PRESIDENT & CEO

Happy New Year from the Ontario Tourism Marketing Partnership Corporation (OTMPC)!

As we begin the new year Marketing and Product Committees are working to define marketing strategies for 2004-2005. This includes aggressive advertising campaigns for the spring and summer seasons. The campaigns are being developed using the latest findings from the Ministry of Tourism and Recreation's (MTR) Travel Intentions Study completed in November 2003.

There is strong evidence from the study to suggest Ontario and Toronto in particular have been stigmatized by the occurrence of SARS. Approximately 600,000 Canadians and more than four million Americans are inclined to reduce or eliminate travel to or within Ontario during the winter and spring seasons because of SARS. Americans who live in close markets such as Buffalo and Rochester have become less concerned about the SARS outbreak. This survey will soon be posted on the MTR web site and will be linked to the OTMPC partners site at [www.tourismpartners.com](http://www.tourismpartners.com). Clearly, we need to design our marketing approach in a targeted way with the best market intelligence available.

**ONTARIO**  
*More to discover*

The Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario.

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## MEETINGS CONVENTIONS & INCENTIVE TRAVEL STRATEGY

The MC&IT Strategy has been developed and was presented to the North America Committee on January 22, 2004. The new strategy will be incorporated as part of OTMPC North America marketing strategy. Vicki Owen has been appointed as OTMPC's MC&IT Coordinator and will support the activities of the OTMPC's MC&IT Sub-Committee. Committee Members include: Britta Winther, London Convention Centre (Chair), Chair, Grace Cerniuk, Resorts Ontario (Vice Chair), Betty Blair, Conference and Incentive Plus, Joan Culliton, Ottawa Congress Centre, Sal Farrauto, Hamilton Convention Centre, John Houghton, Metro Toronto Convention Centre, Joyce Morocco, Niagara Falls Tourism, Gordon Orr, Convention & Visitors Bureau of Windsor, Essex County & Pelee Island, and John Rhynas, Rhynas Incentives International.

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## NEW ANGLING CAMPAIGN UNDERWAY!

The Northern Tourism Marketing Committee and the Outdoor Committee approved the Angling Strategy for 2004-2005 at a joint meeting held in Sudbury.

OTMPC is partnering with the Northern Ontario Travel Associations to distribute and market the new 2004 *Angling Guide* which has now been released. Angling in Ontario

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## NEW ANGLING CAMPAIGN UNDERWAY!

will be promoted by the NOTAPS at 18 consumer sport angling shows including:

All Canada Show	Chicago, Illinois
Cincinnati Sports & Boat Show	Cincinnati, Ohio
Chicagoland Angling Show	Chicago, Illinois
Greater Philadelphia Show	Fort Washington, Pennsylvania
Sports, Travel & Outdoor Show	Harrisburg, Pennsylvania
Columbus Sport & Boat Show	Columbus, Ohio
Outside Travel Expo	Chicago, Illinois
2004 Outdoor Adventure Show	Toronto, Ontario
Indianapolis Boat & Sport Show	Indianapolis, Indiana
Outdoorama Sport and Travel Show	Novi, Michigan
2004 Spring Fishing Show	Toronto, Ontario
The Cottage, Camping and Vacation Show	Winnipeg, Manitoba
Minneapolis Sport Show	Minneapolis, Minnesota
Michigan Boat, Sport and Fishing Show	Fort Field, Michigan
Eastern Fishing & Outdoor Exposition Show	Suffern, New York
Milwaukee Journal Sentinel Sports	Milwaukee Wisconsin
Cleveland Sport & Travel Show	Cleveland Ohio
Toronto Sportsman Show	Toronto, Ontario

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## ADVERTISING OPPORTUNITIES - SPRING/SUMMER

The Spring Experience Guide and the spring promotion at Union Station are sold out and **now is the time to book your space for our summer opportunities.**

### Union Station Domination June 2004 Program

There are very few dates left for the June promotion.  
Reserve now to avoid disappointment!

### Summer Experience Guide & Venez Chez Nous

A reminder that booking deadlines for the *Summer Experience Guide* and *Venez Chez Nous* have been extended to **February 5**.

The "Summer" newspaper insert deadline is **February 13**.

### Spring / Summer Banner Ads

The spring/summer banner ad/sponsored links contract went out last week.  
Space is selling quickly. Ads go live beginning **March 1**.

### Travel Trade

Advertising opportunities in some of North America's top travel trade magazines under the Ontario brand are still available.

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## ADVERTISING OPPORTUNITIES - SPRING/SUMMER

Opportunities include: *Courier*, *Destinations*, and *Group Tour Magazine* supported by the OTMPC.

The Partnership Development and Sales unit is now fully staffed with Nicole Papineau, Partnership Development and Sales Manager, Kelly Johnston, Partnership Development and Sales Co-ordinator and Brynda Browning, Partnership Development and Sales Assistant.

Please contact Brynda Browning if you have any further inquiries about these and other great advertising opportunities!

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## LAUNCHING SOON - NEW ONTARIO OUTDOOR ADVENTURE CAMPAIGN

Gord Baker, Assistant General Manager of Algonquin Outfitters and Vice-Chair of the Outdoor Committee notes, "The Outdoor Committee is really excited about the content focus of the new outdoor web site. This has been a most positive step forward for outdoor tourism operators in Ontario."

The campaign will launch with a spring/summer focus initially. The fall/winter components will be developed later this spring for an in-market date of mid-August.

Partner buy-in opportunities - banners and buttons on the new outdoor microsite can be obtained by e-mailing to [otmp.sales@mczcr.gov.on.ca](mailto:otmp.sales@mczcr.gov.on.ca). Note, information on spring/summer buy-in opportunities will be e-mailed to industry contacts by mid-February. The range of experiences this programme features includes:

Arts and  
Wonders

Cycling

Hiking

Nature  
Viewing

Fly-in and  
Rail  
Adventures

Water  
Adventures

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## "CONAN IN TORONTO"

NBC Television will tape its popular late-night talk show in Toronto. OTMPC has been working with the Ministry Tourism Recovery Office to bring "Late Night with Conan O'Brien", to Toronto February 10 to 13 as part of a public relations strategy to help promote Ontario in U.S. markets. The show is very popular in the U.S. and the Toronto taping should raise awareness about both Toronto and Ontario, as vacation destinations. This year will mark the 10th anniversary of the programme and it will also be the first time that it has been taped outside the U.S. The network has received 50,000 ticket orders and there are only 4,000 seats available in total. NBC will set up a lottery to award tickets to the general public. Celebrities on the show will include: **Mike Myers**, **Michael J. Fox**, **Eric McCormack**, **Adam Sandler**, **Ron James**, and musical acts **Nickelback** and the **Barenaked Ladies**.

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## PARTNER NEWS!

### Urban Green Tourism Going Interactive in 2004

The Green Tourism Association hosted a reception last week for its members, partners and supporters at the Textile Museum of Canada. At the event, Duncan Ross, Executive Director of the City of Toronto's Tourism Division, presented the city's 5 year tourism action plan to the capacity audience. Gary Clarke, President, and Jonathan Stanley, Director of Marketing of Destination Ontario (the web map developer hired by the Association), previewed the new green tourism web map. When launched this spring, the web map will allow visitors to research and map out the urban green tourism options and activities throughout the Toronto region.

The Association is also developing a new initiative in 2004 called The Urban Green Tourism Network an innovative project to connect communities, businesses and tourism organizations across Ontario through the development of a sustainable tourism industry.

### Congratulations McMichael Canadian Art Collection!

The McMichael Canadian Art Collection in Kleinburg has won a United Nations World Summit Award (WSA) for excellence and creativity in e-culture for its Art2Life web site. Representatives from the Gallery received the award in Geneva, Switzerland from United Nations Secretary-General Kofi Annan in December. Since its launch over 700,000 visits have generated over 1,000,000 page views. The site is one of only five web sites world-wide to be recognized by the WSA. Visit [www.mcmichael.com](http://www.mcmichael.com), click on Art2Life Logo.

### Annual TFO Conference March 30-31, 2004

The Tourism Federation of Ontario (TFO) will hold its Sixth Annual Tourism Forum March 30 and 31, 2004 at Casino Rama, Rama (near Orillia). This year's theme - It Is Your Business - Who is in Charge? Keynote speaker, Bill Lamberton, Vice President of Marketing of WestJet will kick off the Forum on March 30. This year's Forum will feature several workshops and concurrent sessions on various topics designed to appeal to the tourism sector.

To register for the Forum, please contact Georgina Smith of GD Smith Event Planning for more information or to register for the Tourism Forum.

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## HAVE YOUR SAY

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